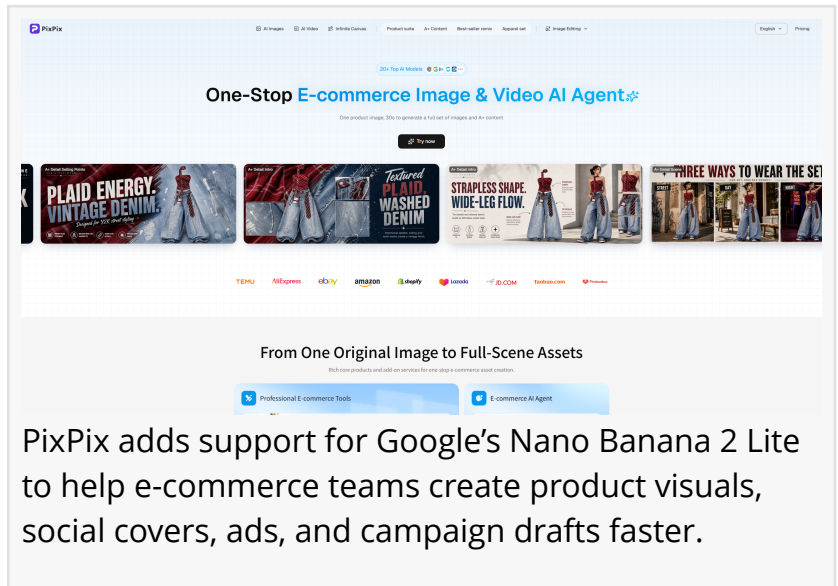


PixPix Adds Google Nano Banana 2 Lite to Speed Up E-Commerce Content Creation

PixPix adds support for Google's Nano Banana 2 Lite, helping sellers create faster product images, social covers, ads and campaign drafts.

DOVER, DE, UNITED STATES, July 3, 2026 /EINPresswire.com/ -- [PixPix](#) Adds Support for Google's Nano Banana 2 Lite to Speed Up E-Commerce Content Creation

The [AI image and video platform](#) gives sellers and content teams online access to Google's new lightweight image model for faster product visuals, social covers, ads, and campaign drafts.



PixPix adds support for Google's Nano Banana 2 Lite to help e-commerce teams create product visuals, social covers, ads, and campaign drafts faster.

PixPix, an AI-powered image and video platform for e-commerce, today announced support for Google's Nano Banana 2 Lite, the newly released lightweight image generation model in Google's Nano Banana family.

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Nano Banana 2 Lite gives creators a faster way to explore ideas, while PixPix helps turn those ideas into practical e-commerce content.”

*Will Chen, Marketing Director,
PixPix*

Google describes Nano Banana 2 Lite as its fastest and most cost-efficient Gemini Image model in the Nano Banana family, built for high throughput, speed, and scale. According to Google, the model can deliver text-to-image outputs in about four seconds, making it suitable for rapid ideation, visual drafting, and high-volume creative workflows.

With Nano Banana 2 Lite now available through PixPix, e-

commerce sellers, brands, marketers, designers, and content teams can generate and compare more creative directions in less time. The model can be used inside PixPix to create product images, marketplace visuals, lifestyle scenes, social media covers, advertising concepts, short-form video thumbnails, and campaign drafts from natural-language prompts.

“Speed matters when sellers are testing product visuals across different channels,” said Will Chen, Marketing Director of PixPix. “Nano Banana 2 Lite gives creators a faster way to explore ideas, while PixPix helps turn those ideas into practical e-commerce content.”

For online sellers, content creation is no longer limited to one product image. A single SKU may need a marketplace main image, a lifestyle scene, a social commerce cover, a promotional banner, a short video opening frame, and different creative variations for paid ads. Each platform also has its own preferred format, audience behavior, and visual style. This creates a constant demand for fast, adaptable, and platform-ready content.

PixPix is built around this production reality. The platform combines AI image generation, image editing, background replacement, product retouching, video creation, detail-page production, and content formatting in one workspace. Instead of moving between multiple disconnected tools, users can start with a product or prompt, explore creative directions, refine selected outputs, and prepare assets for e-commerce and social channels.

The addition of Nano Banana 2 Lite strengthens PixPix’s multi-model approach. PixPix gives users access to multiple leading AI image and video models through a single interface, allowing creators to choose the model that best fits a specific task or stage of production. A seller may use a fast model for early concept exploration, another model for polished visual refinement, and PixPix’s editing tools to adapt the final image for marketplace or social use.

Nano Banana 2 Lite is especially useful for the early stages of creative decision-making. Sellers can quickly test whether a product should be shown on a clean studio background, in a lifestyle environment, with seasonal props, or in a more editorial social-commerce style. Once a promising direction is found, users can continue adjusting the composition, lighting, color palette, props, background, and aspect ratio inside PixPix.

This workflow can be particularly valuable for small and mid-sized e-commerce teams that need regular creative output but may not have large design departments. Store owners, operators, and marketers can use PixPix to draft product visuals for new launches, generate campaign ideas before a sales event, prepare social media covers, or create first-frame concepts for short videos. Designers can also use the platform to accelerate early visual exploration before moving selected assets into final production.

PixPix also supports e-commerce teams that work across multiple channels, including marketplaces, brand websites, social commerce platforms, paid advertising, and short-form video. By bringing generation, editing, and formatting closer together, the platform helps teams reduce repetitive production steps and focus more on testing, selection, and brand consistency.

Nano Banana 2 Lite is best suited for fast visual drafts, concept testing, multi-version creative exploration, product image inspiration, social media covers, advertising variations, campaign mockups, and short-video thumbnail concepts. PixPix recommends that users review all AI-

generated content before commercial use to confirm product accuracy, brand consistency, platform compliance, and legal suitability.

PixPix is available worldwide at <https://www.pixpix.com>.

About PixPix

PixPix is an AI image and video platform for e-commerce, developed by Nexcore Inc. The platform unifies the content workflow, from product photography and retouching to detail pages and video, in a single agent-driven workspace. By orchestrating more than 20 AI models behind one conversational interface, PixPix helps sellers, brands, and content teams produce platform-ready visual content at scale without specialized design skills. Learn more at <https://www.pixpix.com>.

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